

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

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N.C.A. Approves Extension of Farm Labor Program

The N.C.A. filed a statement June 11 with a subcommittee of the House Committee on Agriculture supporting legislation to make permanent the statute that authorizes employing Mexican nationals as farm labor.

The hearings were opened June 9 with the appearance of Assistant Secretary of Labor Newell Brown, who stated that the Administration favored a two-year extension of the present program, which is due to expire June 30, 1959. He also suggested that the legislation be considered and passed now rather than postponed for the next Congress.

N.C.A.'s statement discussed the value of the program to American agriculture and the consuming public as well as the protection which it affords domestic labor.

The American Farm Bureau Federation, other farm organizations, and representatives of employers of agricultural labor also presented testimony in support of extension of the legislation. The Farm Bureau made a number of recommendations for changes in the administration of the program by the Department of Labor and asked that the Agriculture Committee's report on the legislation point out to the Department of Labor:

(1) That a certain percentage of the Mexican national's wages be withheld until his contract is completed, with forfeiture of withheld funds a penalty for not fulfilling the terms of a contract.

(2) That an appeals procedure be established to review alleged violations of the work contract.

(3) That the employer be free to purchase occupational insurance from any insurance company legally authorized to write such insurance in the respective states.

(4) That the Department of Labor cease requiring employers to attempt to recruit domestic labor at distances of 500 to 1,000 miles with transportation paid as a condition for certification by the Department of Labor. The Farm Bureau emphasized that this is not a reasonable requirement.

(5) That the purpose of the Labor Department's wage procedures should

Father of Horticulture Commemorated in Publicity Kit Prepared by N.C.A. for Farm Radio-Television Directors

The N.C.A. is the first trade association of an agricultural industry to develop a special commemoration of the birth of the late Liberty Hyde Bailey, recognized as "The Father of Horticulture." In his honor the U. S. Post Office Department has issued a commemorative stamp, introduced at special ceremonies last March at Cornell University, where Dr. Bailey served so many of his 96 years, and horticulture and gardening are being honored throughout 1958.

Encouragement of horticulture is considered an important phase of the N.C.A. Canner-Grower Relations program, the publicity phases of which are carried out under the Consumer and Trade Relations activity. An illustration of this is the annual Canning Crops Contest for junior farm-

ers; and the two farm youth films now in distribution.

Assignment of the special Bailey commemoration was turned over to the staff members of N.C.A. and of Dudley-Anderson-Yutzy, who work on C.&T.R. projects. In joint conferences a program theme was developed and D.A.Y. writers and artists created a radio-TV kit which was mailed last week to some 400 members of the National Association of Television and Radio Farm Directors. These are the broadcasters and telecasters of farm programs throughout the nation.

Components of the kit are a program outline and script; one of the actual commemorative stamps; an enlarged drawing of Dr. Bailey; reprint of an article from the March issue of *Nature* magazine detailing Bailey's life and accomplishments; an enlarged N.J.V.G.A. emblem (National Junior Vegetable Growers Association, the organization with which N.C.A. sponsors the Canning Crops Contest); dull finish photos of the visiting farm youths at their audience last year with Vice President Richard M. Nixon; and four enlargements of Bailey drawings for TV closeups.

How much the canning industry means to growers of fruits and vegetables, and the industry's leading part in the development of raw products research and agricultural automation is pointed up in the script. The work of canners and of the N.C.A. in programs to encourage growing of canning crops as a profession among youth farmers also appears in the material.

Dr. Bailey was a combination of teacher, researcher, writer, artist, administrator and farmer. He became the first dean of the New York State College of Agriculture and served as president (in some cases founder) of many substantial professional groups concerned with plant life, among them the Botanical Society of America, the American Pomological Society, the American Association of Agricultural Colleges and Experiment Stations and the American Society for Horticultural Science.

be to determine the wages, either hourly or piece rate, that are being paid domestic workers engaged in similar work, and that employers of Mexican nationals should be required to pay the wages thus determined to such Mexican national employees; that the Department should avoid other forms and types of wage regulation; and that the Mexican national farm labor program should not be used as a vehicle to accomplish, indirectly or directly, Department of Labor regulation of wages paid domestic farm labor.

U.K. to Buy Commercially

The United Kingdom Board of Trade announced June 13 that for next marketing season it is proposed to establish commercial quotas for the import of all fresh, dried and canned fruit from the dollar area. The quotas will have a total value of about \$20 million f.o.b. a year. It is not intended to make any further arrangements for imports of fruit from the United States under aid. Full details of the new quotas, starting dates and method of allocation of quotas will be announced later.

Status of Legislation

Agricultural trade development—S. 3420, to raise Title I authorizations from \$4 to \$7.5 billion and to extend P. L. 480 for two years, to June 30, 1960, was passed by the Senate March 20. P. L. 480 was the subject of hearings by the House Agriculture Committee May 5-9.

Alaska statehood—H. R. 7999, to provide statehood for Alaska, was passed by the House May 28. S. 49, Alaska statehood, and S. 50, Hawaii statehood, were reported by Senate Interior Committee Aug. 29, 1957.

Anti-dumping Act—H. R. 6006, to amend the Anti-dumping Act of 1921 so as to facilitate determinations under the Act, was passed by the House Aug. 29, 1957, and by the Senate, with an amendment, May 26.

CCC equity payments—S. 2426 (Elender of La.), to authorize CCC to acquire title to unredeemed loan collateral without obligation to make equity payments, is pending before Senate Agriculture Committee, and H. R. 11389 (Bentley of Mich.) is pending before House Agriculture Committee.

Customs drawback—H. R. 9919, to amend the Tariff Act of 1930 to extend the privilege of substitution for the purpose of obtaining drawback upon reexportation of all classes of merchandise, was passed by the House Feb. 27.

Farmworkers housing—H. R. 9057, to provide for five-year amortization of housing facilities for farmworkers, was reported by House Ways and Means Committee Aug. 21, 1957.

FDA food additives—H. R. 6747 (Harris of Ark.) and S. 1895 (Hill of Ala.), the Administration-sponsored bill, H. R. 8390 (Harris of Ark.), H. R. 8629 (Wolverton of N. J.) and other food additives bills were the subject of hearings by the Health and Science Subcommittee of the House Commerce Committee in 1957 and April 15-16, 1958. N.C.A. supports H. R. 8390 and H. R. 8629.

Fisheries loan fund—S. 2720, to increase the loan fund authorization from \$10 million to \$13 million, was passed by the Senate Aug. 20, 1957. S. 3295, to increase the authorization from \$10 to \$20 million, was passed by the Senate May 29. Referred to House Merchant Marine and Fisheries Committee.

ICC agricultural exemption—H. R. 5823 (Harris of Ark.), to amend the agricultural exemption in sec. 203 (6) (b), was the subject of hearings by the House Commerce Subcommittee on Transportation April 23-25. S. 3778, including the proposal to terminate the exemption for frozen fruits and vegetables, was passed by the Senate June 11, with amendments.

A companion bill, H. R. 12832, was approved by the House Commerce Committee June 12 (see story below).

ICC private carrier definition—H. R. 5825 (Harris of Ark.), to amend the definition of a private motor carrier, as recommended by the ICC, was the subject of a hearing by the House Commerce Transportation Subcommittee April 28-May 1. S. 3778, including the provision intended to stop "buy-and-sell" trucking, was passed by the Senate June 11, with amendments. A companion bill, H. R. 12832, was approved by House Commerce Committee June 12 (see story below).

Marketing orders—H. R. 8367 (Siak of Calif.) is designed to authorize the Secretary of Agriculture to continue marketing orders in effect even after parity is reached. No action scheduled.

Marketing orders, cranberries—S. 1680 (10 Senators from 5 cranberry producing states) and other bills to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, were the subject of hearings by a Senate Agriculture Subcommittee April 20, 1957. N.C.A. opposes.

Mexican farm labor—H. R. 10360 (Gathings of Ark.), to extend indefinitely the authority under P. L. 78, 82d Congress, to import Mexican nationals for employment in agriculture, was the subject of hearings by a House Agriculture Subcommittee Feb. 25-March 3, and were the subject of hearings June 9-12 (see story, page 191). N.C.A. supports.

Packers and Stockyards Act—S. 1356 (O'Mahoney of Wyo.), to transfer antitrust jurisdiction over meat packing operations from USDA to FTC, was passed (as recommended by the Agriculture Committee) by the Senate May 15.

Potato marketing and labeling—A number of bills to prohibit the sale of potatoes of a lower grade than U. S. No. 2, under certain conditions, were the subject of hearings by the House Agriculture Committee and by the Senate Agriculture Committee in 1957. N.C.A. opposes application to canning.

Premerger notification—H. R. 7698 (Celler of N. Y.), to require 60 days notice prior to merger of corporations having total book value of more than \$10 million, was reported by House Judiciary Committee May 28, 1957. S. 198 was the subject of hearings by the Senate Antitrust Monopoly Subcommittee April 1-3 and 24-25.

Raw product bargaining—S. 1743 and S. 2444 (Aiken), to legalize organized bargaining for agricultural commodities under certain conditions, has been referred to Senate Agriculture Committee; and H. R. 6799 (Bow of Ohio) and H. R. 7807 (Bentley of Mich.) have been referred to House Judiciary Committee.

Robinson-Patman Act—S. 11 (Kefauver of Tenn.) and H. R. 11 (Pat-

man of Tex.), to restrict the good faith defense against a charge of price discrimination, was approved without recommendation, by Senate Antitrust Subcommittee June 21, 1957, and is pending before the Judiciary Committee.

Small Business Administration—H. R. 7963, to make the SBA a permanent agency and to revise its authority, was passed by the House June 25, 1957, and was the subject of a hearing by a Senate Banking Subcommittee May 23.

Trade Agreements Act—H. R. 12591 (Mills of Ark.), to amend and extend the Trade Agreements Act for five years as recommended by the Administration, was passed by the House June 11.

Wage-Hour—S. 1853 (Kennedy of Mass.), which includes proposal to eliminate overtime fishery exemption, was approved, without recommendation, by Senate Labor Subcommittee May 7, 1957.

Waste disposal—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipcomb of Calif.), and H. R. 4134 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

Senate Passes Transportation Bill; House Speeds Action

The omnibus transportation bill, S. 3778, containing a redefinition of the so-called agricultural exemption and a change in the definition of a private motor carrier, was passed by the Senate June 11 and sent to the House.

A companion bill, H. R. 12832, was approved by the House Commerce Committee, with a number of amendments, June 12, and was ordered reported to the House.

Agricultural Exemption

As passed by the Senate, S. 3778 would limit the scope of the agricultural exemption, one of its principal objectives being to put the motor truck movement of frozen fruits and vegetables back under ICC rate regulation.

Section 203(b)(6) of the Interstate Commerce Act provides that nothing in part II of the act (relating to the regulation of motor carriers), except certain requirements as to qualifications and maximum hours of service of employees and safety of operation or standards of equipment, shall be construed to include:

"Motor vehicles used in carrying property consisting of ordinary livestock, fish (including shellfish), or agricultural (including horticultural)

commodities (not including manufactured products thereof), if such motor vehicles are not used in carrying any other property, or passengers, for compensation."

As passed by the Senate, S. 3778 would add the following language to the agricultural commodities exemption:

"Provided, That the words 'property consisting of ordinary livestock, fish, (including shellfish), or agricultural (including horticultural) commodities (not including manufactured products thereof)' as used herein shall include property shown as 'Exempt' in the 'Commodity List' incorporated in ruling numbered 107, March 19, 1958, Bureau of Motor Carriers, Interstate Commerce Commission, but shall not include property shown therein as 'Not exempt': *Provided further, however*, That notwithstanding the preceding proviso the words 'property consisting of ordinary livestock, fish (including shellfish), or agricultural (including horticultural) commodities (not including manufactured products thereof)' shall not be deemed to include frozen fruits, frozen berries, or frozen vegetables and shall be deemed to include cooked or uncooked (including breaded) fish or shellfish, when frozen or fresh."

Private Carrier Definition

S. 3778 would amend the definition of a private motor carrier in a manner which is designed to assist the ICC in eliminating "buy-and-sell" trucking. As passed by the Senate, the bill would add the following to section 203(c) of the Interstate Commerce Act:

"nor shall any person in any other commercial enterprise transport property by motor vehicle in interstate or foreign commerce unless such transportation is incidental to, and in furtherance of, a primary business enterprise (other than transportation) of such person."

The Senate Commerce Committee said, in its report on the bill, that "such an amendment would serve to correct most of the abuses that have arisen in the name of private carriage and yet would not in any way jeopardize or interfere with the operations of private carriers who provide transportation service—even if a charge is made—as an integral part of their primary business function."

House Bill

The House version of the omnibus transportation bill, H. R. 12832, will contain additional language in the provision relating to the scope of the agricultural exemption; this added language seeks to regulate a number of imported agricultural products—coffee, tea, cocoa or hemp, and wool.

Canning Legislation Reviewed

The legislative problems pending before Congress were reviewed by Robert B. Heiney, Assistant to the Secretary of N.C.A., June 9, at the annual spring meeting of the Michigan Canners and Freezers Association, at Traverse City.

Mr. Heiney told the Michigan canners that "staff success on legislative matters is directly related to the work and interest of the industry. If we on the staff and in Counsel's office look good it is because you and the state secretaries—have plowed the fields for us, Mr. Heiney stated.

"Legislative strategy and success begins in your home towns. It is a canner's job to know his Congressman, irrespective of party affiliation. We can't overemphasize the fact that work at the grass roots is effective. Washington representatives are means of communication—the canner is the means of influence. This is an election year, so please make an extra effort to bring about the election of a Congress that will understand your problems. Given an objective Congress, the Legislative Committee and staff can guarantee to keep the industry from suffering the results of bad legislation."

Other N.C.A. activities, such as Convention plans, procurement and farm labor matters, were briefly outlined by the speaker.

Speeches on Canned Foods

Talks on various phases of canned foods consumption were made recently in several Southern cities by Katherine R. Smith, Director of the Consumer Service Division of N.C.A. On each occasion N.C.A. publications were made available.

On June 4, Miss Smith spoke at the Alabama 19th Annual School Lunch Conference, held at the University of Alabama, Tuscaloosa. Following the general meeting she participated in question and answer discussions with special groups of school lunch managers, and held conferences with staff members of several college home economics departments.

In Atlanta, Ga., Miss Smith spoke at the dinner meeting of the Executive Stewards and Caterers Association. Luncheon meetings also were held in Atlanta and at Birmingham, Ala., and Knoxville, Tenn. In each city, college and high school teachers, school lunch supervisors, newspaper and magazine food editors, radio and television women, home service directors of electric and gas companies, and extension consumer marketing specialists were in attendance.

Burns at Grocers Banquet

President Edward E. Burns presented the greetings and congratulations of the N.C.A. to the Grocery Manufacturers Representatives of New England, on the occasion of their 50th Anniversary Banquet at Boston, June 3. The affair was attended by about 500 representatives and buyers of the area.

Other speakers were Senator Styles Bridges of New Hampshire and Paul Willis, president of the Grocery Manufacturers of America.

Deciduous Fruit Production

Deciduous fruits have shown little freeze damage in most areas this season, according to the Crop Report Board of USDA in a report on June 10, reflecting conditions on June 1. Of the crops forecast to date, above average crops of peaches and sour cherries in Western states are in prospect. Expected production of apricots, pears, and sweet cherries are below both last year and average.

Apples—Conditions point to an above-average commercial apple crop for the country as a whole. However, final production depends to a considerable extent on the amount of drop during June, and on subsequent growing conditions. By regions the crop outlook lines up as follows: Eastern states, well above last year and average; Central states, somewhat above last year and sharply above average; Western states, somewhat below last year's heavy crop but still above average.

Peaches—The 1958 peach crop is forecast at 74.5 million bushels, 19 percent larger than last year and 18 percent above average. If prospects materialize this will be the largest crop since 1947. Unusual weather or action taken by growers, however, can affect the outcome. In 1957 growers eliminated part of the California clingstone crop through a "green drop" program put into effect under the Peach Marketing Order after June 1. Excluding the California clingstone crop, which is mostly for canning, the rest of the U. S. crop is estimated at 49.5 million bushels, 24 percent larger than last year and 21 percent above average. All states except Michigan, Missouri, Kansas, Colorado, and Utah expect a larger crop than in 1957.

The indicated California clingstone crop of 25 million bushels ranks second to the record crop harvested in 1956. California's freestone crop, estimated at 12.1 million bushels, is smaller than in 1956 and 1957 but is above average. In California, rain

damage resulted in a light set of peaches in some areas, but favorable growing conditions since then have resulted in good sizing of the fruit.

Pears—The first forecast of the 1958 pear crop is 28,338,000 bushels, 11 percent below 1957 and 5 percent below the 10-year average. Smaller prospective production this year is due largely to a material decrease in crop prospects in the Pacific Coast states which usually produce about seven-eighths of the nation's pears. At 24,216,000 bushels, prospective production in these states is down 15 percent from last year and 6 percent below average. Prolonged rainy periods during pollination resulted in light sets, generally, and upset insect and disease control programs. The Bartlett crop, indicated at 17,476,000 bushels, is 17 percent below last year and 8 percent below average. Winter pear production at 6,740,000 bushels is 9 percent less than in 1957 and 1 percent less than average.

Sweet cherries—Prospective sweet cherry production is estimated at 83,580 tons, 10 percent less than last year and 9 percent below average. The prospective crop in the Western states is 9 percent less than last year and 16 percent below average, chiefly because of a short crop in California where heavy rains interfered with pollination. The indicated crop in the Great Lakes states is 15 percent under last year, but 28 percent over average. In Michigan, which had a series of May frosts, the crop is expected to be sharply below last year's record production, but still above average.

Sour cherries—Total sour cherry production in the six Western states is forecast at 12,570 tons, about the same as in 1957 and 21 percent above average. The first estimate of 1958 production for the Great Lakes states, based on June 15 conditions, will be released on June 20.

Apricots—Production of apricots for 1958 is forecast at 118,100 tons, down 38 percent from last year and 44 percent below average. This is the shortest crop of record except for 1943 when 104,400 tons were produced. In California, which usually accounts for about 90 percent of the total production, excessive rains resulted in heavy damage from disease, and production this year is expected to be about half of average.

Crop	10-year ave.		1958 Indi- cated
	1947-56	1957	
(thousands of bushels)			
Peaches.....	62,874	62,335	74,487
Pears.....	29,838	31,070	28,338
(tons)			
Sweet cherries.....	92,334	93,040	83,580
Sour cherries ^a	10,392	12,550	12,570
Apricots.....	210,060	190,400	118,100

^a Six western states.

Spinach for Processing

The 1958 production of late spring spinach is estimated at 48,000 tons, according to the Crop Reporting Board of USDA. This is 2 percent less than the 1957 late spring spinach production of 48,900 tons, but 4 percent above average. Included in these figures is the Texas crop.

Loss of acreage in California from the 1958 early spring crop was greater than usual because of heavy spring rains. Planting of additional spinach for late season harvest made 6,200 acres available for cutting from this year's spring crop. The yield of 7.0 tons per acre points to a production of 43,400 tons for this state.

State and Seasonal Group	10-year ave.		1958 Preliminary
	1947-56	1957	
	(tons)	(tons)	(tons)
Winter.....		3,700	3,600
Early spring:			
California.....	50,200	67,700	43,400
Late spring:			
New York.....	9,300	8,900	8,200
Arkansas.....	6,400	7,000	6,600
Oklahoma.....	9,600	8,300	10,000
Washington.....	1,400	900	1,500
Other states ¹	19,000	23,800	21,700
Late spring, total.....	46,300	48,900	48,000
Fall.....	26,400	26,300	Nov. 12
U. S. total.....	122,800	146,600	Nov. 12

¹ Del., Md., Mich., Miss., N. J., Pa., Tenn., Texas, Va., and Wash.

Mold Count Schools Scheduled

The N.C.A. will conduct a Midwest-ern Cannery Technicians School in cooperation with the Indiana Cannery Association and Purdue University, July 7 through July 18. Instruction will be given in the Howard Mold Count Method by staff members of the N.C.A. Laboratory, the Food and Drug Administration, Purdue University and Continental, American and Heekin Can Companies.

A course in the detection of extraneous material will also be given at Purdue, July 21 through July 25.

Those wishing to send analysts to either or both of these schools should contact Dr. Gale Ammerman of the Horticulture Department of Purdue University, Lafayette, Ind.

The N.C.A., again with the assistance of American and Continental Can Companies and the Food and Drug Administration, will conduct a Mold Count School at the Agricultural Experiment Station, Geneva, N. Y., July 30 through August 8. This school is sponsored by the New York State Cannery and Freezers Association.

Those wishing to send analysts should contact Dr. Carl Pedersen of the Geneva Experiment Station, Geneva, N. Y.

Four Conferences on Sanitation and Processing Problems to be Held by N.C.A. Laboratories in Indiana and Ohio

Four all-day conferences on canning plant sanitation and processing problems will be conducted in Indiana and Ohio during July by the N.C.A. Washington Research Laboratory in cooperation with the Indiana Cannery Association and the Ohio Cannery Association.

Topics to be covered include FDA Regulations; Prevention of Product Contamination; the Relationship of Sanitation, Safety and Fire Prevention; the Application of Bacteriology to Canning Sanitation and Processing; and the Plant Cleaning Problem. The presentation will employ over 200 slides demonstrating good versus bad practices, and illustrating principal points.

The program will be kept as non-technical as possible and is designed for superintendents, foremen and foreladies. However, management and technical personnel will be wel-

come if they care to attend. The program will be conducted by J. W. Bell and C. W. Bohrer of the Washington Laboratory.

Following is the schedule of technical conferences in Ohio and Indiana:

July 8—Morristown Canning Co., Inc., Morristown, Ind.

July 10—Fettig Canning Corp., Elwood, Ind.

July 15—Horticulture Building, Ohio State University, Neil Ave. at 17th, Columbus, Ohio

July 17—Cafeteria, H. J. Heinz Company, Bowling Green, Ohio

Similar conferences have been held in the Tri-States area and Wisconsin where they were favorably received. It is the over-all plan to conduct these conferences each year in different canning areas, thus representing an extension of N.C.A. activities into the canning plant itself.

Newspaper Syndicate Carries Canned Foods Longevity Item

The longevity of canned foods under proper storage conditions was established in an item carried this week by the "Readers' Clearing House" a newspaper feature syndicate carried by several city newspapers across the nation.

This news department publishes inquiries from readers which are answered by other readers. In the *Washington Evening Star* of June 4, the inquiry was made as to whether some foods in tin cans acquired three or four years ago would still be edible.

Reply was made as follows by the Can Manufacturers Institute and published June 10:

"Cans are safe! When properly stored and guarded against light, air leaks and when stored in moderate temperatures, there is every reasonable expectation that the food is good.

"Recently we have had evidence of canned foods being found after about 40 years of storage. Both the cans and the contents were found to be in good condition.

"If your cans have not been opened; are not swollen or bulged; and the seams are still intact, it is reasonable to assume that the contents of the can are still good.

"If these conditions hold good in your case, by all means open the cans.

"If the food smells and looks good, you can reasonably assume that it is good. Of course, the Institute cannot state this positively. It has been our experience and that of the National Canners Association, however, that the contents of cans are safe when the above conditions prevail."

Usage of Farm Youth Films in Canner-Grower Program

The two motion pictures made by N.C.A. for the Farm Youth Project of its Consumer and Trade Relations Program have been shown 284 times to a total audience of 117,538 persons, as of June 1 records.

The first of these—"The Story of John Porter," a 25-minute natural color film with sound—was premiered at the May, 1957, meeting of the Board of Directors in Washington, and after some revisions was put into distribution. In making the film, N.C.A. recognized the need for training youth in the many promising careers connected with production, processing and marketing of fruits and vegetables.

The film is most useful when shown

to college freshman orientation classes, teachers of horticulture and high school guidance counselors and is considered an excellent tool for any canning firm's canner-grower relations program. This movie has enjoyed 179 showings to a total audience of 70,806 persons, in 38 of the states. Groups that have seen it are principally 4-H, FFA and Grange clubs, vocational ag groups in high schools, horticulture students and faculties, civic clubs and assemblies of youth and parents.

Production of "Dear Eddie," a 15-minute black and white film made especially so that it could be used on TV stations, took place in the fall of 1957, and distribution got underway in late November. It has been given 105 showings to a total audience of 46,732 persons. This film depicts the activities of younger boys and girls as members of the National Junior Vegetable Growers Association.

Its use is being encouraged by agricultural teachers to high school classes and 4-H Clubs and for rural family gatherings. It is valuable in interesting young folks in enrolling in horticultural projects and demonstrates the interest of N.C.A. and the canning industry in encouragement of farm youth activities.

"Dear Eddie" has been shown to 4-H leaders and club members, high school students and faculties, canners' fieldmen and youngsters of their grower families, growers meetings, agricultural students, and others in 26 states.

Distribution of these two films is being handled as part of the C.&T.R. program by the public relations counsel for N.C.A. Requests for prints of "John Porter" and "Dear Eddie" should, therefore, be directed to Mrs. Jean Way Schoonover, Dudley-Anderson-Yutzy, 551 Fifth Ave., New York 17, N. Y.

Copy for N.C.A. Member Directory

The N.C.A. is preparing a *Membership Directory*, in lieu of the annual *Canners Directory*, last published in 1956. It will list company names, headquarters address, plant locations, and products (heat treated; packed in hermetic containers) packed by members of N.C.A. only. This week each member received copy showing the data as reported in the 1956 *Directory* and urging that any changes be indicated on the copy and returned by July 1.

National Magazine Recognizes Larsen Plant Safety Record

Outstanding recognition has been given to the safety record of the Wisconsin canning industry, and particularly to the top-award winner of the Wisconsin Canners Association's Annual Safety Contest—the Fort Atkinson plant of The Larsen Company—in the June issue of *The Foreman's Digest*.

Under the title, "A Safety Program for the Canning Industry," the account of how the Larsen plant at Fort Atkinson conducts its safety management is featured in a six-page illustrated article. Copies of the magazine were mailed this week by the Wisconsin Canners Association and N.C.A. to their respective members.

The Larsen plant led the Wisconsin Honor Roll in both 1956 and 1957, operating both years without a disabling injury. The article was prepared by John P. Hein, Employment and Safety Director. It goes into the special problems induced by hazardous working conditions, untrained seasonal help, and a foreign language barrier. It shows how a core of year-round employees has taken on the responsibility, through a committee system, of tabulating injury occurrence, defining critical areas, conducting inspections and indoctrination, and recommending procedures.

Wisconsin Safety Record Recognized

The improving safety record of the Wisconsin canning industry which showed a drop of 12 percent in injury frequency, 1956 from 1955, and another 6 percent, 1957 from 1956, has been recognized in other ways, significant among them being recent fixing of lower rates for workmen's compensation insurance.

In this improved situation the Larsen plant at Fort Atkinson has taken a leading part. It operated during both 1956 and 1957 without a disabling injury and, based on man-hours of exposure, was top winner both years with a zero injury frequency rate.

The Foreman's Digest, which had recognized this distinction, is published in Washington for national circulation to front-line professional management, including foremen, supervisors, training and personnel directors, industrial relations and labor relations directors, safety directors, traffic managers and other supervisory employees.

REPORTS ON ASSOCIATION ACTIVITIES

The Claims Division

Members are more and more appreciating the value of the N.C.A. claims service. The number of claims handled by the Claims Division has been increasing steadily. Each of the last 10 years (except 1952) has shown a material increase over the previous year. During the first four months of 1958, 1,121 cases were reported for investigation, a larger number than for the first third of any previous year. Comparable figure for these four months five years ago was only 680 cases.

Cost of operating the claims service is increasing correspondingly. During 1957 a quarter million dollars was spent on this service. Five years earlier the total annual cost was less than \$150,000. Investigations and legal services have historically represented about three-fourths of this expense, the other one-fourth being the cost of the staff operation. In recent years, however, investigation and legal costs have advanced so much more rapidly that by 1957 they represented better than 80 percent of the total, with the staff operation accounting for less than 20 percent, in spite of the fact that more personnel has been added to handle the increased load. Including the Director and his secretary, the Claims staff consists of nine persons.

Measuring Value of Service

Increased costs with comparable expansion in the operation of this program should be measured by the value of the service to the industry and the individual members. This value may be measured in a number of ways, most important of which is the contribution of this service to the Association's chief objective, which is to maintain public confidence in canned foods.

One of the most dangerous threats to the reputation and integrity of canned foods arises from consumer claims, and particularly the publicity usually given to such claims.

Owing to the high standard of purity demanded of foods by American consumers, the reputation of canned foods is extremely vulnerable to the malicious rumors that frequently attend consumer claims. This vulnerability tends to make canners easy prey for the racket of unfounded claims against canned foods—a racket which if allowed to develop without

rigorous opposition could soon spread to the extent that it might become a dangerous economic parasite on the industry. A canner may shift a part of the financial burden of the settlement of claims by the purchase of insurance. Insurance payment of claims may provide immediate or short-range protection, but the relative ease with which such claims payments are extracted tends to encourage rather than discourage the unprincipled consumer who plies this racket.

Protecting Canned Foods Reputation

Thus it became apparent some years ago that some plan other than insurance had to be devised to furnish adequate protection against these damaging claims if the industry was to retain a high consumer acceptance for its products. The answer was the claims service, which has been in operation for more than 25 years, providing protection both to canned foods and to the member who packs them. Most important is the protection of the reputation and integrity of canned foods as a whole by prompt investigation of all claims reported, and vigorously contesting any and all claims that appear to be without foundation. The protection of the member arises primarily from the

fact that prompt and thorough investigation, together with vigorous defense of unwarranted claims, discourages the ambulance-chasing racket that once preyed upon the canner.

The record of accomplishment with respect to disposition of these claims is of primary interest to the individual member whose claim is being handled, but is also of interest to every member of the Association. Although there were 441 more cases reported for investigation during the first four months of this year than for the corresponding period five years ago (1953) there were only 16 more claims that ended up in court than in 1953. Not all such cases, however, go to trial, but enough do to make the work in connection with handling these trials considerably more than was the case five years ago. In spite of the general tendency of court cases to get tougher, the Association's good batting average has been well maintained by the N.C.A. Claims Division.

Catsup for West Germany

The West German government will accept applications for import licenses for tomato catsup produced in the United States and Canada. According to word received from the Foreign Agricultural Service of USDA, applications may be submitted until the value limit has been reached or until December 19. The value limit was not announced. The last date for customs clearance is December 31.

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